



## MWR THEME OPERATIONS

August 2005

Welcome to *E-News*.

It's hard to believe Labor Day is just around the corner and kids soon will be going back to school. The month of August is typically a transitional month for us here as we'll soon say good-bye to the "dog days of summer" and start gearing up for the new fiscal year (FY).

With the new FY less than two months away, this is a good time for all installation MWR program managers to meet, exchange ideas, and explore ways to cross promote their programs in the coming months. Soon, youth sports teams will be meeting and what better place to promote our business than by making our facilities and menus available to them for their kick off meetings and after game celebrations. As families make their last visits to the swimming pool, let's make sure a stop-off at our facility is also part of their end of summer routine. Working with other installation MWR program managers to build business opportunities usually starts with just a simple phone call or visit by you. Put that idea on your to-do list and make it a priority.

Finally, as we gear up for the fall season, plan on spending some additional time this month doing some deep kitchen cleaning to include grills, ovens, overhead exhaust systems and all those hard to reach areas. Also, make the most of this month to catch your team members up on any mandatory training requirements and refresher skills they need. It'll pay dividends later on.

As always, keep e-mailing us your ideas, thoughts and comments so we can continue sharing your insights with our growing family of MWR professionals. Wishing you all the best of success!

Roger Weger  
Chief, Food Services Division



### Mulligan's Opens at Quantico Marine Corps Base, VA

On 12 July 2005, over 200 guests enjoyed the Grand Opening of the new Medal of Honor Golf Course Clubhouse at Quantico Marine Corps Base. The new 10.5K square foot facility features a new pro shop and the Army's MWR Theme Operation, Mulligan's snack bar. The facility and golf course are dedicated to Marines and Sailors who have been awarded the Medal of Honor.

During the ceremony, Colonel Robert Lowe, Base Commander thanked all those involved in the project including CFSC teams from Construction, Interior Design, Contracting and Food Service. COL Lowe introduced Mr. Peter F. Isaacs, CFSC, Chief Operating Officer who spoke on the significance of the military services continuing to provide first class recreational facilities for service members and their families while continuing to fight the global war on terrorism. Mr. Isaacs presented a coin to the Mulligan's Assistant Manager, John Bess, in recognition of his hard work to open the facility. Following Mr. Isaac's presentation of the Mulligan's restaurant franchise certificate to COL Lowe, the ribbon was cut and guests were invited into the new facility to see the new pro shop and sample a complimentary buffet of Mulligan's most popular menu items. The buffet featured tasty Philly cheesesteak sandwiches, crispy chicken tenders, zesty Buffalo wings, hot dogs and delicious freshly baked cookies.

The new facility replaces the old clubhouse, built in 1955. Mulligan's will operate seven days a week, 0800-1900 and is the perfect spot for golfers to grab something quick to eat or relax after a round of golf. This unit is the 11th Mulligan's to open, the third Army Theme Operations unit to be located on a Marine Base, and the 59th unit overall in the growing family of MWR Theme Operations.



L to R: Roger Disbrow, Doloras DeJesus, Johnny Bess, Tuyet-Hanh Ragosta, Elida Rivera, Michael Amarosa, Supitaya Munroe, Tony Marko, Shameka Richards



L to R: Richard Standen, Pro and Golf Course GM, Peter F. Isaacs, COO CFSC, Colonel Lowe, Base C/O, Michael Downs Div, PFR, Mathew Sheriff, F and H Division, MCB Quantico

## Primo's Express Grand Opening

Primo's Express opened it's doors at Menwith Hill Station, England on 8 July 2005 in the Steeplebush II Cafeteria.

## Upcoming Openings

Strike Zone will re-open its doors at Fort Stewart, GA on 8 September 2005. It has been closed for the past 90 days pending completion of the Bowling Center's renovation.

Strike Zone will open on 21 September 2005, at Fort Story, VA. This will be the 19<sup>th</sup> Strike Zone open by MWR Theme Operations.

## Getting Back to Basics: Better Philly Cheesesteaks

The Philly Cheesesteak continues to be one of our most popular menu items. Nothing satisfies hunger or tastes better than a Philly Cheesesteak that has been properly prepared and served. By

following these few simple reminders below, you'll soon be preparing Philly Cheesesteaks that will rival those served in Philadelphia.

### **The Hoagie Roll:**

Always start with an approved hoagie roll for your location. The rolls should be fresh and stored either in a freezer or thawed at room temperature. Never store the rolls in a refrigerator; this will dry them out and make them prematurely stale. The rolls should be able to be sliced half way through and pulled open without splitting the hinge.

### **The Philly Meat:**

The meat whether chicken or beef should be the specified product for your location. Current specifications include several brands of Philly meat available in 4 and 5 oz. portions. Check with your Area Manager or Theme Operations Chef to determine which product is right for you. The meat is raw and should be handled as such; use tongs to transfer the meat to the grill and wash hands and utensils that come in contact with the meat prior to cooking to prevent cross-contamination. The meat should be held refrigerated at 40 degrees or below when storing on the line. When cooking on the grill, do not forget to oil the grill first and use appropriate seasoning on all grilled meats. Meat should be cooked until done with a temperature of 165 degrees for fifteen seconds.

### **The Veggies:**

The green peppers and onions should be cut to the proper size julienne. This is approximately two inches long by 1/8 inch thick. This is not only more pleasant for the customers to eat but cooks quicker as well. Mushrooms should be sliced approximately 1/8 of an inch thick. Vegetables should also receive oil and seasoning on the grill and should be tossed to coat with the oil. This will not only prevent sticking and burning but will aid in cooking the vegetables. Vegetables should be cooked until slightly translucent and visibly softened.

### **The Cheese:**

White American sliced cheese should be kept refrigerated close by and held below 40 degrees. When ready, place slices of the cheese evenly across the top of the meat and vegetables and squirt a little water around the pile, but not in or on the food. The steam will cause the cheese to melt quickly.

### **The Presentation:**

All Philly's are served in a #500 boat with underlying deli paper. The cheese must be on the top of the sandwich and the sandwich must be cut in half. Take care when cutting to use a serrated knife and a sawing motion so the sandwich is not squashed into two pieces. Serve Philly's with a pickle spear along the side of the boat. If a combo has been ordered, the fries are served in a separate #200 boat with underlying deli paper.

Once your guests try them, they will soon be coming back for more! Questions or comments: (POC: Jason Henderson, (703) 508-0438, [Jason.Henderson@cfsc.army.mil](mailto:Jason.Henderson@cfsc.army.mil))

### **Word of Mouth Advertising you do Control: Silence is *Not* Golden: Part 1**

Are you, *The Boss*, communicating all you should with your staff, repeat patrons and all the folks you routinely come in contact with? Does your staff know what you're planning for them or are you giving them the silent treatment? Are we leveraging our staff's and guest's ability to tell everyone what's going on to our fullest benefit? Both within and outside your facility, communicating your core message with frequency is paramount. Part of this message is ensuring everyone possible knows not just what you do on a daily basis, but what special events, features and promotions you have in

the works. Both inside and outside your facility, make sure you're sharing information on every promotion or event you're planning.

Let's begin with in-house:

**Staff:** A good ad campaign begins inside your facility, with your team. Your staff represents the most effective 'message delivery system' you have at your disposal, and as a rule it costs you nothing but a little time well spent keeping them fully informed of what's being planned. Are you conducting five minute shift meetings or weekly ½ hour staff calls where this all important information is disseminated? If you're not, you may be sending the message that their input means little and actually discouraging them from telling you the things you need to know. If you are, are you including everyone.....yes, the dishwasher, the lane maintenance person, the janitor.....everyone? They all have the capability and will promote for you if you allow them the opportunity and the advantage of information! Make this part of your routine and you'll see immediate results as you empower your staff to speak for both you and them. They will feel more like a part of the process and your business gets more advocates with mouthpieces.

Take it to the next level by getting at least some of your staff directly involved in the planning stages of these events and promotions. You'll learn a great deal about what they think will fly and why. Seventy-five percent of mistakes in terms of promotions and event planning can be avoided if we're tapping our inside resources. Planning and promoting inside a vacuum more often than not produces poor results. (POC: Brad Puterbaugh, e-mail: [Brad.Puterbaugh@cfsc.army.mil](mailto:Brad.Puterbaugh@cfsc.army.mil) )

### Test Your Knowledge About ServSafe

1. Q. True or False: Cooper utensils and equipment can cause an illness when used to prepare acidic food.
2. Q. True or False: Cleaning products may be stored with packages of food.
3. Q. True or False: A person who is allergic to food may experience tightening in the throat.

### GAME PLAN 2005 PROMOTION



The gridiron action will heat up in 19 locations Army-wide with the Fantasy Sport Machine promotion called **Game Plan 2005**. This promotion features a kiosk where customers can play different types of fantasy games including Fantasy Football, Fantasy NASCAR and Fantasy Apprentice w/Martha Stewart. The kiosk not only gives managers a unique way to offer some trendy promotions, it also builds your business by offering options like; bounce back coupons each time a player drafts a team, and an email database at the manager's fingertips to send e-updates about upcoming happenings. Customers that play the Fantasy Football Contest on the kiosk this fall at the 19 locations will compete to win some great weekly prizes at the installation level and also compete for Army-wide prizes like; Xbox Bundles, PSP Bundles, TIVO machine & lifetime subscription and much more. (POC: Kristen Kea, (703) 428-6119, [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil)).



## Military Idol Promotion



Military Idol will give Soldiers a chance to sing their songs like their American Idol predecessors on 36 Army installations around the world this summer. Local Military Idol competition will begin 1 August 2005 and continue through 30 September 2005. The finals week is set for 17 through 22 October 2005 when local winners will compete at Alexander Hall on Fort Gordon, GA. The Military Idol promotion is licensed through Free Mantle Media, the producers of American Idol and will run in the same format. To date, the CFSC Business Programs Events Division has had requests from the other services asking to be involved. Although the promotion is open to Army installations only this year, plans are already in the works to open this promotion up service wide for 2006.

The Military Idol Promotion kit provides the installation with everything they need to run a full blown competition from promotional materials, Stars and Stripes ads, and all the prizes. The promotion guarantees to build your business and create some fun for Soldiers that are competing and the community that comes to the facility to cheer them on. This unique opportunity to promote your facility is funded by USA CFSC Business Program Events Division and Army Entertainment.

In addition to all the promotional kit items and Stars and Stripes ads, The Pentagon Channel will air a 90-minute live broadcast of the Military Idol finals.

Installations where Military Idol will be contested include Fort McCoy, WI; Fort Leonard Wood, MO; Fort Carson, CO; Fort Lewis, WA; Fort Myer, Fort Lee and Fort Eustis, VA; Fort Sam Houston and Fort Hood, TX; Fort Sill, OK; Fort Irwin, CA; Fort Huachuca, AR; Fort Jackson, SC; Fort Knox, KY; Fort Bragg, NC; Fort Gordon, GA; Fort Rucker, AL; Fort Polk, LA; Hohenfels, Wurzburg, Baumholder, Heidelberg, Weisbaden, Bamberg, Hanau, Ansbach, Schweinfurt and Darmstadt, Germany; Chievers, Belgium; Camp Casey, Camp Walker, Yongsan and Camp Humphreys, Korea; Schofield Barracks, HI; Fort Richardson, AK; and Camp Zama, Japan.

For more information on the contest contact Doriann Fengler, (703) 428-6089, email: [Doriann.Fengler@cfsc.army.mil](mailto:Doriann.Fengler@cfsc.army.mil). Although it's too late for this year to get your facility signed up, look for this promotion again in 2006.

Complete rules of the contest are available at [www.mwrpromotions.org](http://www.mwrpromotions.org)

## **Heads-Up: 1st Choice Frequent Diner Rewards Promotion**

The *1st Choice Frequent Diner Rewards Program* is shaping up and will be launched by October. Similar to last year's program, guests will get a "punch" for each combo meal and after the sixth punch; they will get the seventh combo meal free. This promotion is designed to reward **both our loyal guests and team members**. All team members are encouraged to write their name on the back of the cards and hand them out to family and friends. When guests have completed the card, they will drop the card into a drawing box. Guest's names can be drawn for prizes and so can team member names. More information will be coming in the September edition of *E-News*; keep an eye out for it. (POC: Lisa Holland, DSN 761-5212, e-mail [Lisa.Holland@cfsc.army.mil](mailto:Lisa.Holland@cfsc.army.mil))

## **Certified Military Community Executive Exam**

The International Military Community Executives Association (IMCEA) has agreed to offer the CMCE exam during the 2006 MWR Theme Operations Unit Managers' Conference. The CMCE is the only MWR certification to hold national recognition status with the National Certification Commission. In order to take the exam a petition must first be submitted to IMCEA for eligibility. For member information and CMCE information please call IMCEA Headquarters at (254) 554-6619, or visit the IMCEA website at: [www.imcea.com](http://www.imcea.com). (POC: George J. Dickson, DSN 761-5228, e-mail [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil)).

## **Strike Zone Managers Conference Call**

The MWR Theme Operations team conducted their first Strike Zone Managers' Conference Call on 28 July 2005. This call was a result of feedback provided by Business Managers at the Unit Managers' Conference in April 2005. The call was very well received by our Strike Zone Managers. The entire staff of MWR Theme Operations was on hand to field questions, as well as Wanda Arthur, the Army's Bowling Program Manager. Major areas of discussion included Promotions Review, Operational Issues, Birthday Party Issues, Menus, UMC 2006, Lane Service, Pizza Wheel, Striker, Comeback Cards, and Training Issues. The next conference call is being scheduled for December 2005. Thank you to all who participated on the conference call. Your input is of great value in improving the services provided to our unit managers. (POC: George J. Dickson, DSN 761-5228, e-mail [George.Dickson@cfsc.army.mil](mailto:George.Dickson@cfsc.army.mil)).

## **One Year Anniversary**

On 1 September 2005, the Strike Zone Snack Bar, located in the Daugherty Bowling Center, Fort Leonard Wood, MO will celebrate their one year anniversary. The community has truly enjoyed this newly renovated facility during the past year. Congratulations!

## **Transitions**

**Mr. Mick Szymanski**, CMCE has accepted a new job at Vandenberg AFB, CA, as Director, 30<sup>th</sup> Services Division. Mick's last position was at Headquarters Air Force Space Command, as Services Chief of Programs Branch. We want to wish Mick all the best in his new position.

**Mr. Trace Kea** has joined the U.S. Community and Family Support Center Headquarters team. Mr. Kea will be working as a Program Analyst for the Business Programs Food Services Division.

## Answers to ServSafe Questions

1. A. True
2. A. False (Store chemicals away from food, utensils, and equipment used to prepare food.)
3. A. True

## Closing Thought

*"There is no experience better for the heart than reaching down and lifting people up"...*  
*John Andrew Holmer*

